

Agenda

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01. Key trends +
 insights
02. Competitor landscape
 03. Social approach
 04. PR
osctivities approach
 06. Community
mapagementa
08. BTL
 09.
 Reporting
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Industry insights

One of the goals of Vision 2030 is creating a vibrant society with fulfilling lives amongst other things and focusing on the promotion of physical and social wellbeing and healthy lifestyles.

Just a few years ago, yoga was strictly prohibited in Saudi Arabia. But just like the former cinema and driving bans, Vision 2030 has now liberated Saudi yoga lovers across the Kingdom.

With the Ministry of the Carb bedustry had by declared it a sport in 2017, yoga studios have been popping up all over the conservative kingdom.









At a glance

COMPETITOR ANALYSIS

Audit and analysis of direct competition in terms of scale of offering in the Saudi Arabia and MENA region.



OYSHO

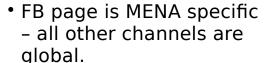


- Focus on offering trending "basics" suitable for all women. Sustainability is another focus.
- Arabic and EN captions.
- Global assets are used.
- Content posted mirrors the global channels.
- Mix of videos and images.

- Responsive to trends in fashion and fitness worlds, with a key focus on their fabrics and fit of their products.
- Push for sales.

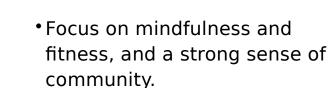


~1°



- No UG content or Influencer partnerships.
- Global IG page use Reels and Stories to promote campaigns – mostly video.

LuluLemon Middle East © ©



- English and Arabic captions.
- Global assets and UG content is used.
- Action shots are the main style of imagery.
- Instagram live classes and talks with sport professionals is frequent.
- 'Playing on words' is a recent theme
- Mindfulness is a key pillar that runs through the content.
- Partnerships with sports and fitness instructors is common.
- Educational content.
- FB makes use of Global assets and some UG content images only.
- IG good use of video content to do LIVE fitness and mindfulness classes, and motivational content.

Victoria's Secret MENA



- Focus on being stylish and active at the same time – sportswear in action.
- Content is focused on portraying the ontrend active-wear in a non- provocative way. Flatlays of the active-wear is also frequently used.
- Videos show the new collections in action, during a class or models creating yoga movements.
- English and Arabic captions.
- Being active and stylish is a common highlight across their social media content.
- Models are always mid-action in images and videos – to show the products in real life.
- Women empowerment is a common theme.
 A focus on the women leaders in
- A focus on the women leaders in sports across each region in the Middle East and globally.

- Video formats are frequent for activewear.
- Instagram lives are also used to introduce new collections with a class for followers to join.
- Brand ambassadors are highlighted frequently.

adidas MENA



- Focus on brand ambassadors and collections made for women, by women.
- Content is specific to the region showing women in Arabic influenced sports wear styles.
- Up to date on global events related to sports.
- Brand ambassadors are frequently shown.
- EN and AR captions.

- Middle East and globally.
- Sports influencers and celebrity ambassadors is frequent.
- A mix of global and Arabic content to cater to the MENA region.
- Instagram makes use of all formats to promote new collections and their latest campaigns.





OYSHO

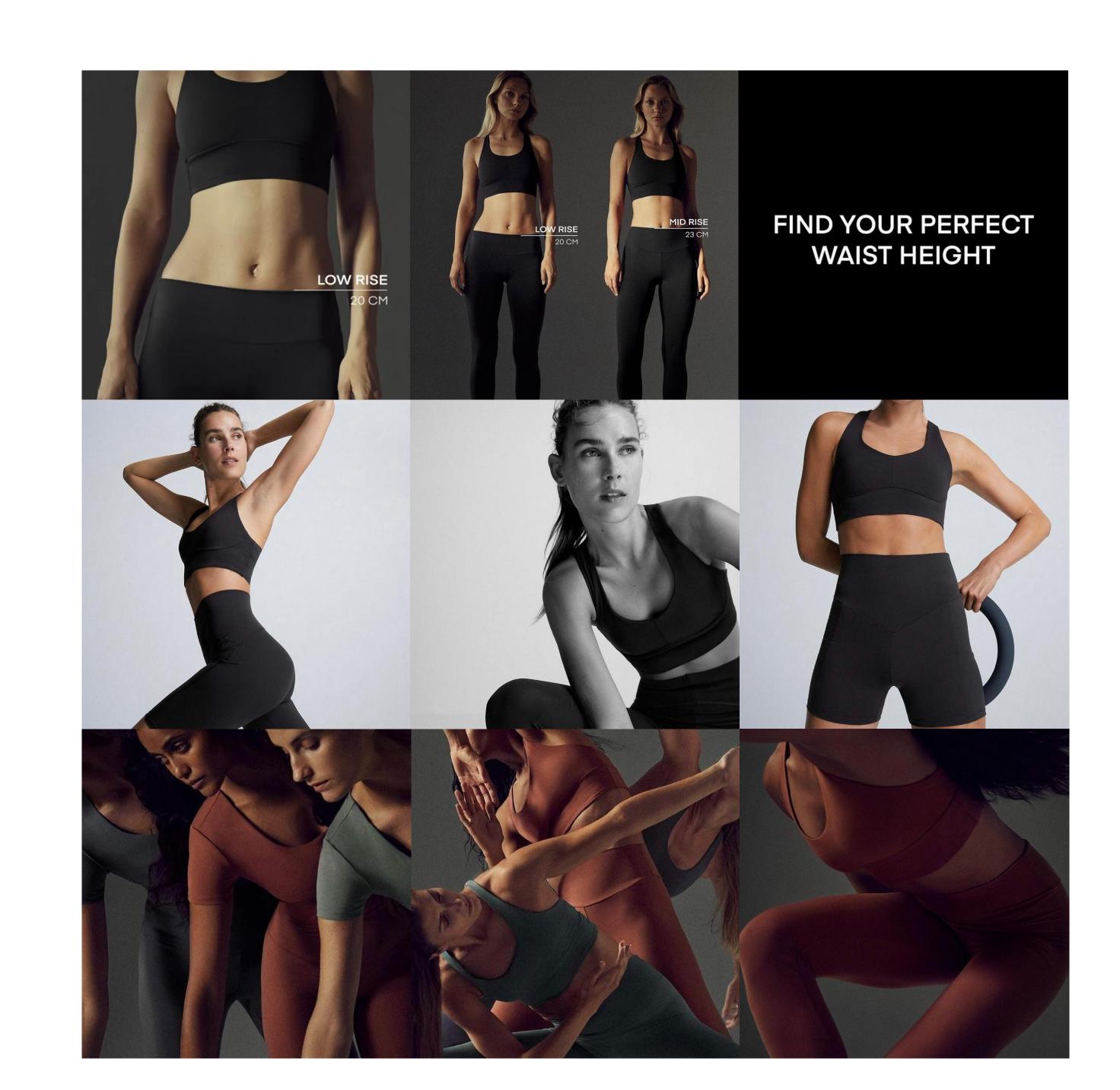
MENA

OYSHO stick to clear brand guidelines across their social media. All posts and content make use of global assets with the purpose of highlighting the quality and accessibility of their designs - it is made for all women, and this is portrayed in their look & feel.

The sustainability of their products is another key pillar that they use to set their products apart from their competitors.

They are also very quick to jump on fashion trends – e.g., Working Leisure is their newest collection presented across social as more and more people start to wear gym clothing as their everyday style.

They do yoga days in strategic locations and collaborate with influencers.





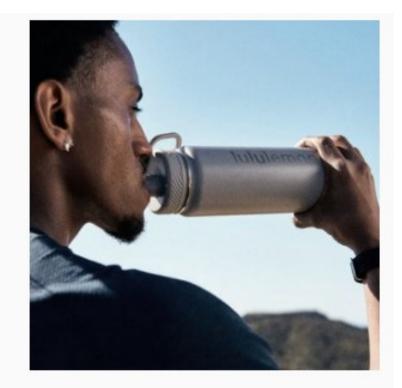
Lululemon is proactive on social media with Instagram Lives, Reels, and video content showcasing partnerships with various trainers every month.

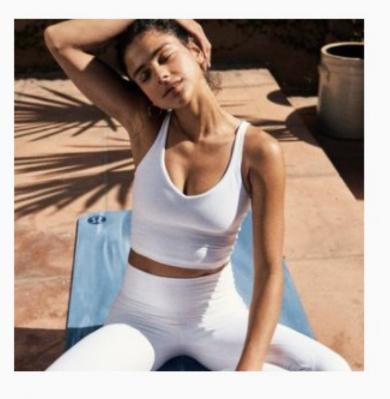
The brand has developed a strategy that offers value to its social media audiences using educational and useful content. It not only showcases their active-wear but shows their products being used in real life and encourages audiences to also join in on this.

They also incorporate mindfulness and wellbeing into their content pillars to connect more closely with their followers. Community is a key part of their presence online.



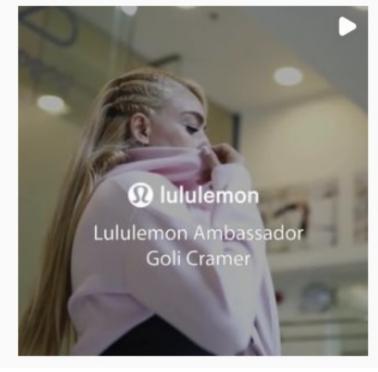




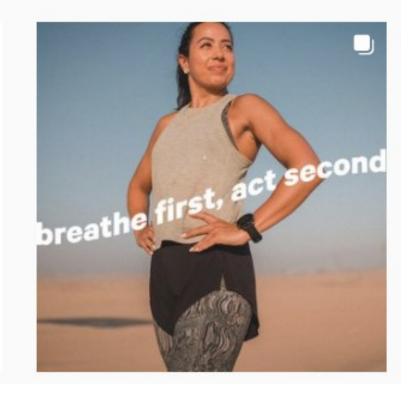












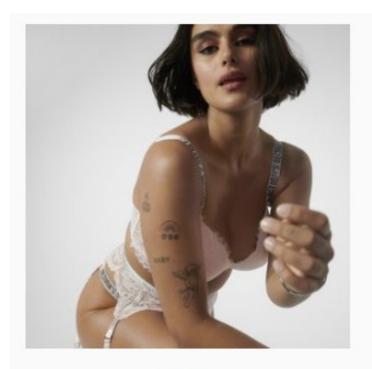


MENA

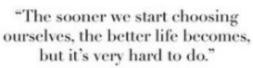
Victoria's Secret MENA brand ambassadors and partnerships with influencers/celebrities is a key strategy across their social media channels.

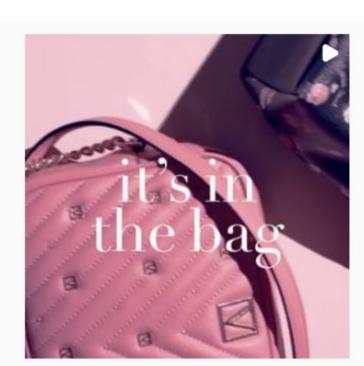
All content is global and brand guidelines are always adhered to. Sportswear is never portrayed provocatively, and all images and videos show the products in action.

Instagram Live sessions are frequently used to introduce a new collection along with a big building up of teaser content before the collection launches in-store and online for purchase.



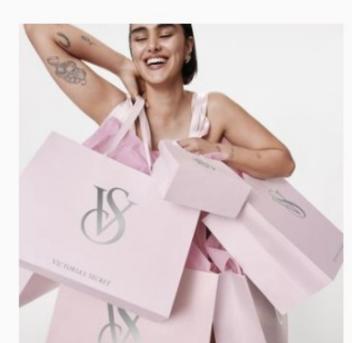




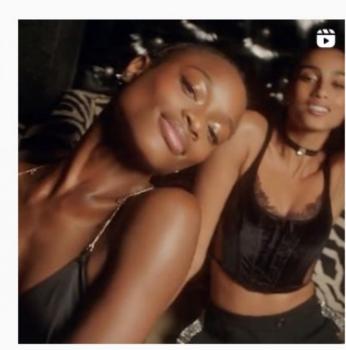


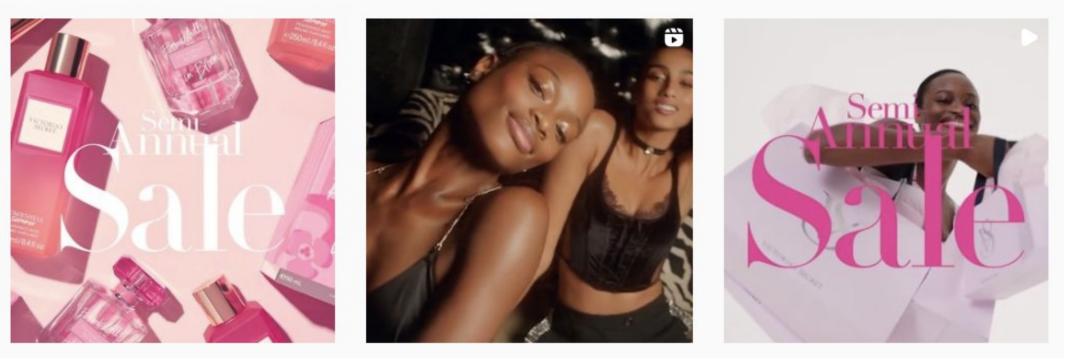














MENA

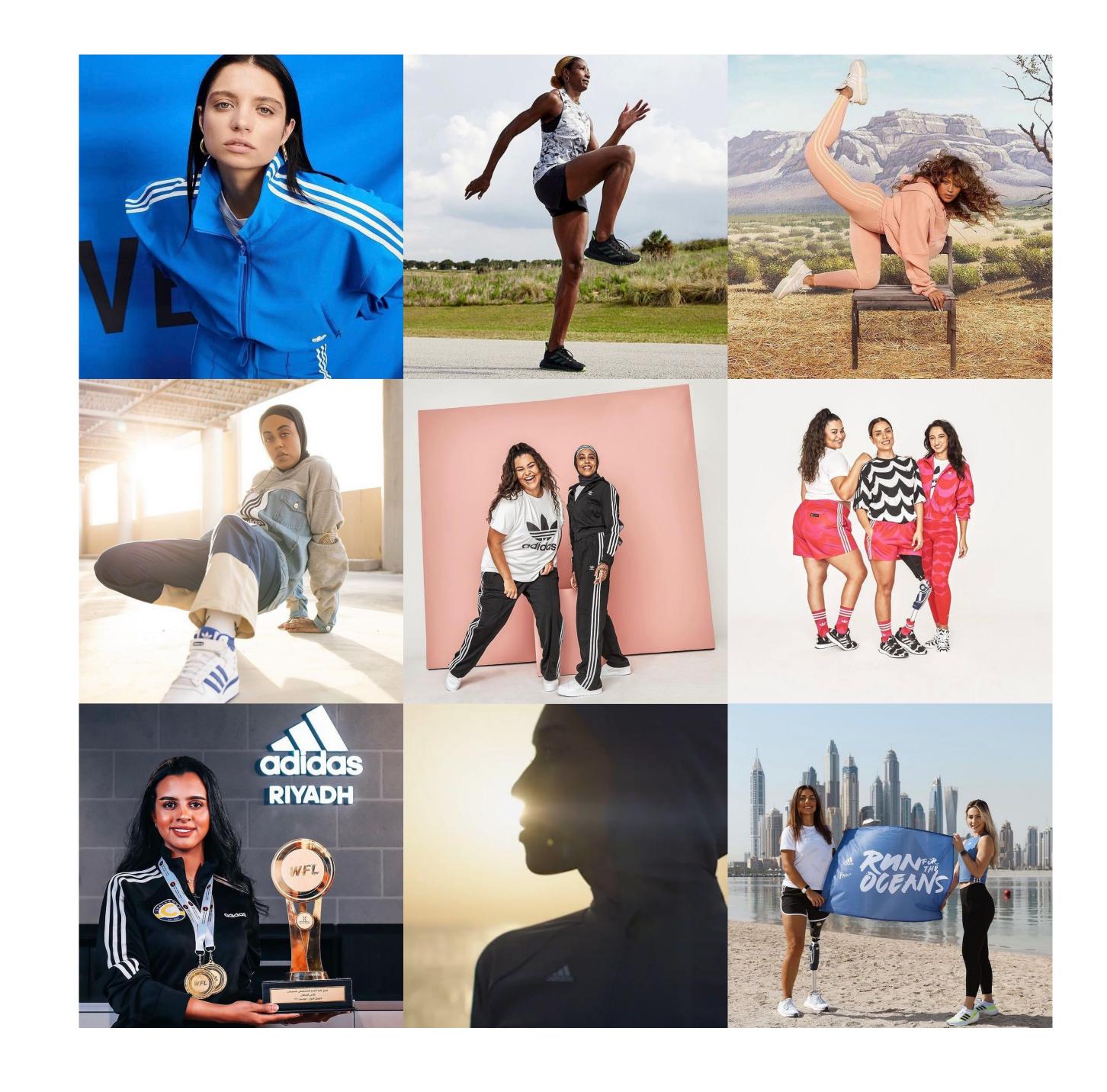
Adidas MENA is another brand that heavily focuses on its brand ambassadors and partnerships with influencers/celebrities.

Most partnerships are with highly influential sportsmen and women. All content is global and brand guidelines are always adhered to. Content focuses on the new campaigns that Adidas runs throughout the year.

They also focus heavily on women empowerment in the sports world highlighting the leaders in sports who are females. Content frequently shows Arabic women in sportswear that are specifically designed for them.

They are heavily investing in ambassadors and BTL activities

Adidas aims to be instigators of trends and to bridge the gap between men and women in the sports world.





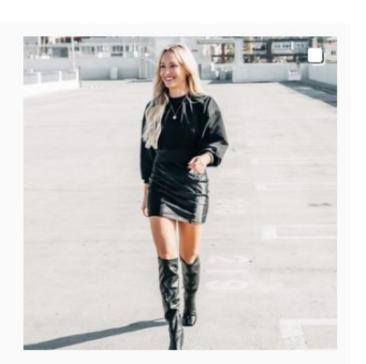
Noli Yoga, a new online yoga brand that is heavily targeting the Saudi market through social media ads.

Noli yoga is founded in 2015, is a luxury activewear label focused on high fashion, high comfort styles that seamlessly transition from the studio to the street.

They claim that each garment is manufactured in California and designed in-house.

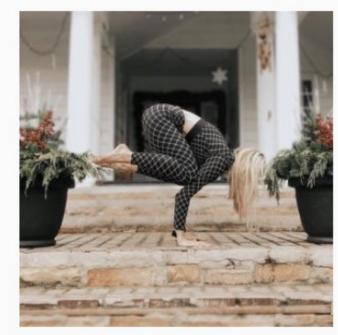






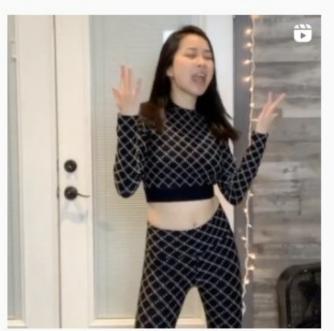












Brand learning State learnings from 2021.

1. Influencers made a huge buzz

- 2. Disruption activities were the talk of the town Slide bullet text
- 3. Grand Opening with the support of Influencers saw in influx of engagements and increase in followers.

2022 OBJECTIVE

Create brand awareness,

Position the brand as the ultimate brand destination for yoga and mindfulness in KSA by showcasing better living, changing how people show up in the world, inspiring commitment to their health and wellness, and promoting their ability to live in mindfulness.

2022 STRATEGIC DIRECTION

Building Alo yoga community through yogis and influencers network and presence on social media



OUR STRATEGY.

Riyadh-based health and wellness enthusiasts

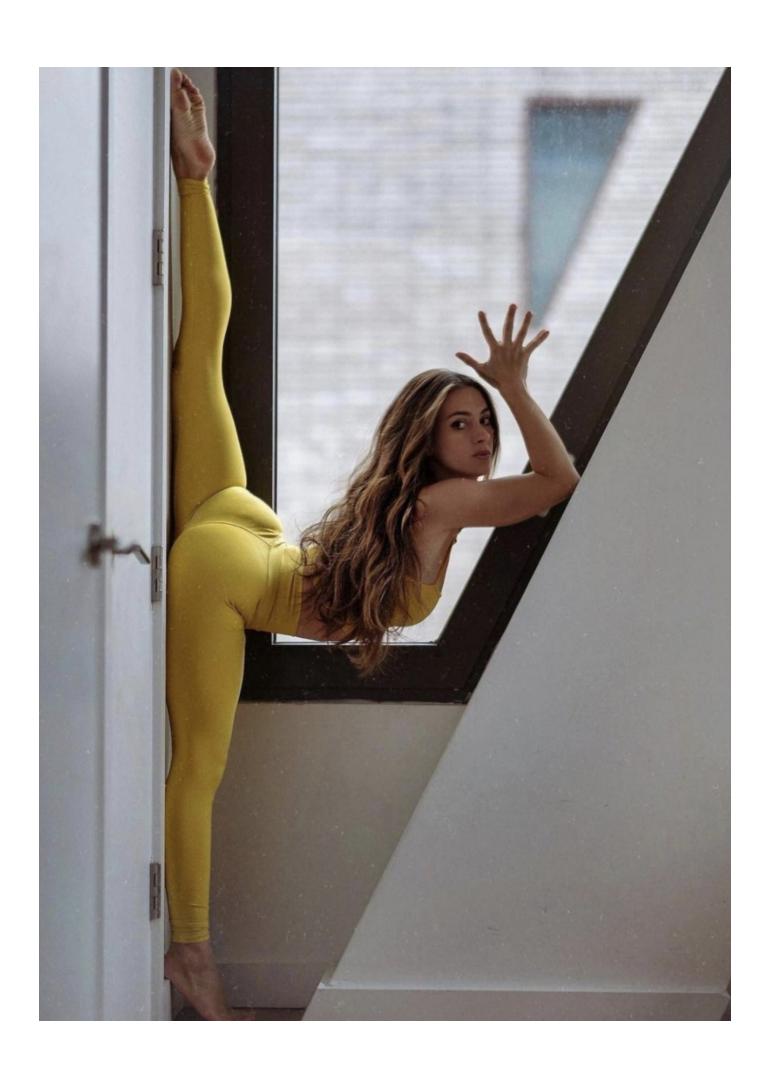
are interested in yoga, mindfulness and spiritual fitness

become aware of the brand and offerings in the region

educating them on who alo yoga is and what they stand for as a brand, while focusing on mindfulness on and off the mat



WHO ARE WE TALKING TO?



TARGET AUDIENCE

- Women who are interested in yoga, mindfulness and spiritual fitness
- Young, dynamic, wellness-focused individuals
 who have an interest in either yoga as fitness,
 or lifestyle aspect of the brand
- Mid to high net-worth individuals in KSA



Social platform audience overview

	ence potential Reached through ads	Advertising processing compared to	potential o 13+ total population		% female v (*) Gender limitations		rate due to tool erences
UAE	KSA	UAE	KSA		UAE		KSA
7.8M	13M	90.3%	47.3%	26.9%	♀ ♂73.1%		23.1% 76.9%
1.8M	12.5M	20.8%	45.3%		♀11.7% ♂88.3%		6.4% 93.6%
2.7M	19.6M	31.3%	71.4%	52.6%	♀ ♂46.2%		49.6% 48.1%
4.7M	15M	54.4%	54.6%	39.1%	♀ ♂60.9%	44.4%	55.6%
8.76M	27.8M	92.1%	89.2%	25.5%	♀ ♂74.5%		40.5% 59.5%

How do we reach them?



THE STORYTELLING PLATFORM



SUMMARY & USAGE

Instagram is home for visual storytelling with the benefit of having similar targeting as Facebook.

Engage and inspire by using beautiful product shots, lifestyle content, and aspirational UGC. Smart, innovative, timely video, UGC contests, influencer takeovers (IG stories)

Highest penetration rate and mass user base with advanced targeting, options and regular innovations

Inspire people to buy into the offerings by helping them be better informed about the different products

FEATURES TO LEVERAGE IG stories + stickers, Reels & Guides IGTV & Live streams Shopping Hashtags & paid media AR filters/lenses

FB groups & event pages
Facebook Live
Product integrations
Messenger Bot
UGC photo albums

FOCUS

Primary channel 1-2 posts per week 1-2 stories per month Secondary channel 1-2 posts Social ads

How do we reach them?



THE INERACTIVE PLATFORM

SUMMARY & USAGE

Snapchat is a one-to-one and group messaging app for sending photos, videos, and text messages that disappear in seconds. It has several features including Stories (photos or videos that can be replayed for 24 hours), Memories (saved photos for future viewing and sharing), and filters and stickers (to embellish messages).

Globally, Snapchat now reaches 249 million users a day — and in particular Saudi Arabia — a key market for the company.

FEATURES TO LEVERAGE

Explore page ads Story ads Lenses Filters

FOCUS

Primary channel 1-2 posts per week 1-2 stories per month Paid media

Social TOV

Tone he/she speaks in

Inspiring, whimsical, uplifting, friendly, authentic, transparent, passionate, consistent, genuine, conversational, euphoric, hyper-positive and motivational, spiritual

Language he/she uses

Lengthy captions; deep quotes; conversation starters and questions; encouragement to engage with the world in a mindful way, reminders to take it in. Correct regional dialect is paramount to ensure that we resonate with our audience in the correct tone of voice and style. All copy written by the agency will be reviewed by a senior Arabic copywriter through a KSA lense.

Buzzwords

Joy, life, yoga, inspired, beautiful, mantra, grateful, flow, peaceful, balance, acceptance, change, awe, body, shapes, connected, movement, energized, feel, open, soul, magic, energy, breathe, meditation, mental health, practice, mindful, spiritual

Emoji's he/she loves

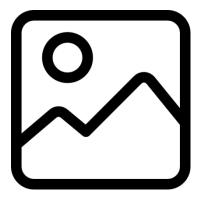


Purpose

Provide a safe space for our community to unite in yoga; A platform to inspire mindful movement, to deepen our practice and to spread love and positivity.

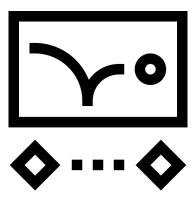


Social Formats



Stati c

Static content is easy to understand for our audience. It showcases the message in a minimal yet creative manner with getting the message across in seconds.



Animation S

Animations are eye catching. An animated video or graphic can help customers see and understand the value of your products better. They can demonstrate the uniqueness of your products or even answer certain questions about its usage.



GIFs are easy to digest compared to other formats. These will us in telling alo's story more effectively.

S

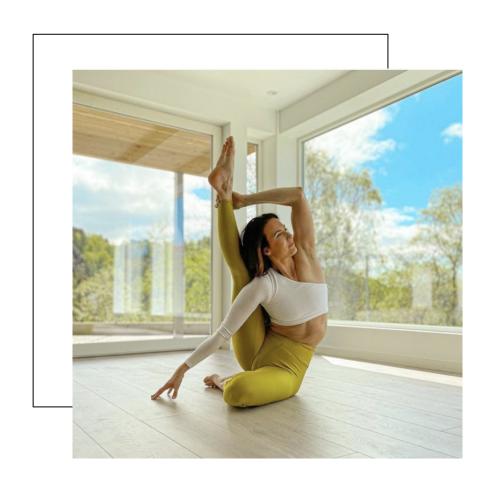
In less than a minute, we will be able to provoke an emotion through the correct messaging.

An addition of GIFs to our content will ensure more attraction and will help us in gaining more engagement. It will also add more flavour to the content in terms of social trends, etc.

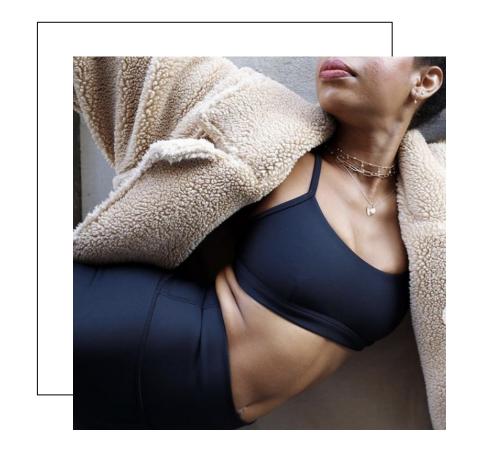


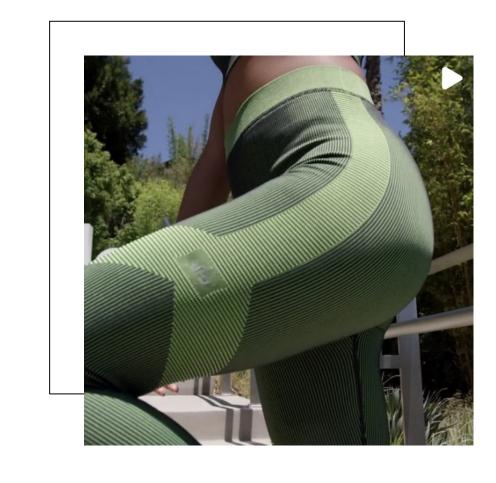
Content pillars

The below content pillars will define the brand's positioning, while highlighting all the important elements that help bring our content to life.











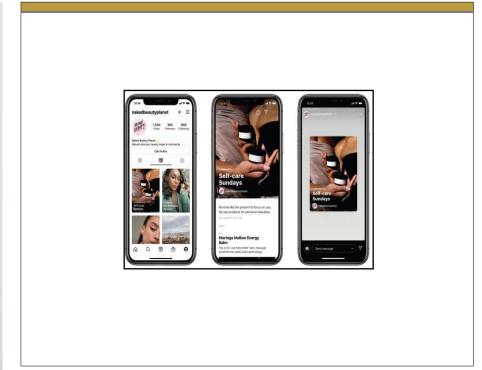
Yoga Practice Mindfulness UGC Products Store / Events



Social content ideas











UGC / BRAND AMBASSADORS

We will repost and highlight all the alo yoga celebrity partnerships and influencer collaborations. UGC content will be posted more often.

This will help raise awareness of the alo yoga brand and store in KSA, as well as create hype and engagement with our audience.

LIVE YOGA OR MINDFULLNESS SESSIONS

We will partner with some of Riyadh's most influential yoga and mediation instructors to bring LIVE sessions and classes to our audience.

All sessions will feature alo yoga products and create a sense of community, building up the alo Family in the new location.

The live sessions will live in the IGTV tab of the account where our followers can always access them.

IG REELS

Provide helpful and inspirational content for our audience through reels:

- Cover new collections.
- Yoga poses/ yoga flow in alo yoga.
- Coverage of alo yoga events.
- Animations of the alo yoga clothing/accessories.

INFLUENCER TAKE OVERS

Each month we will allow one of our brand ambassadors to "takeover" the alo yoga Saudi Arabia Instagram Stories to take us through one of the following concepts:

- Wake up with me / Spend a morning with me.
- My favorite alo yoga outfit.
- Coverage of an alo yoga event.
 - Around the city with me!
- Healthy eating recipes with alo yoga.

Trending Social Topics

Every month, the team will research the trending social topics which will be included in the content plan. (if needed this will be done bi-weekly)

This will help the account to stay on top of hot topics and will keep attracting the targeted audience.

- Fitness challenges
- Pop culture trends
 - Meme usage
 - GIF usage

Proactive vs reactive





What?

Upcoming events in the calendar that are key reactive opportunities

Examples

International Yoga Day

What?

Opportunities where we know they will take place but not sure when

Examples

Regional nation holidays



What?

Running jokes about daily life, which would be relevant any day

Examples

Yoga class awkward moments



What?

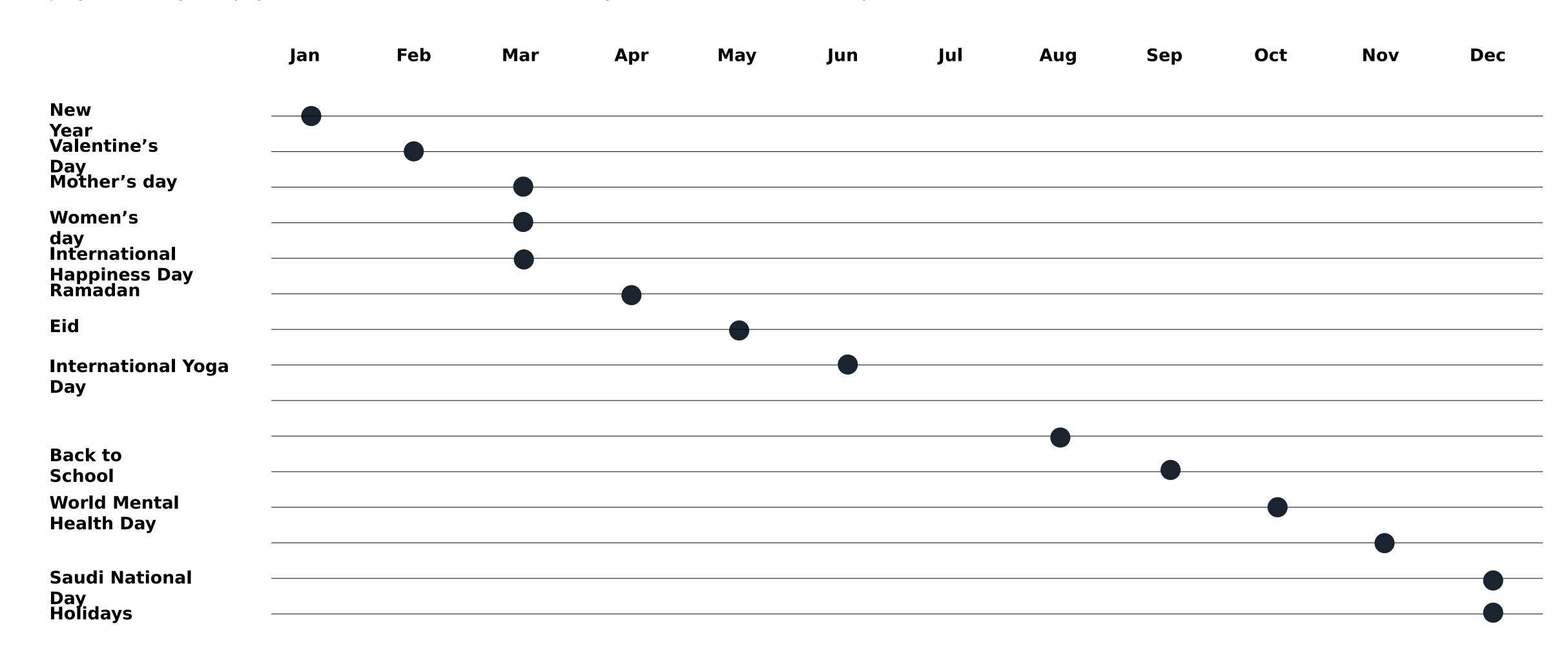
Relevant trending challenges, hashtags or pop culture references

Examples

#7dayyogachallenge

Reactive opportunities

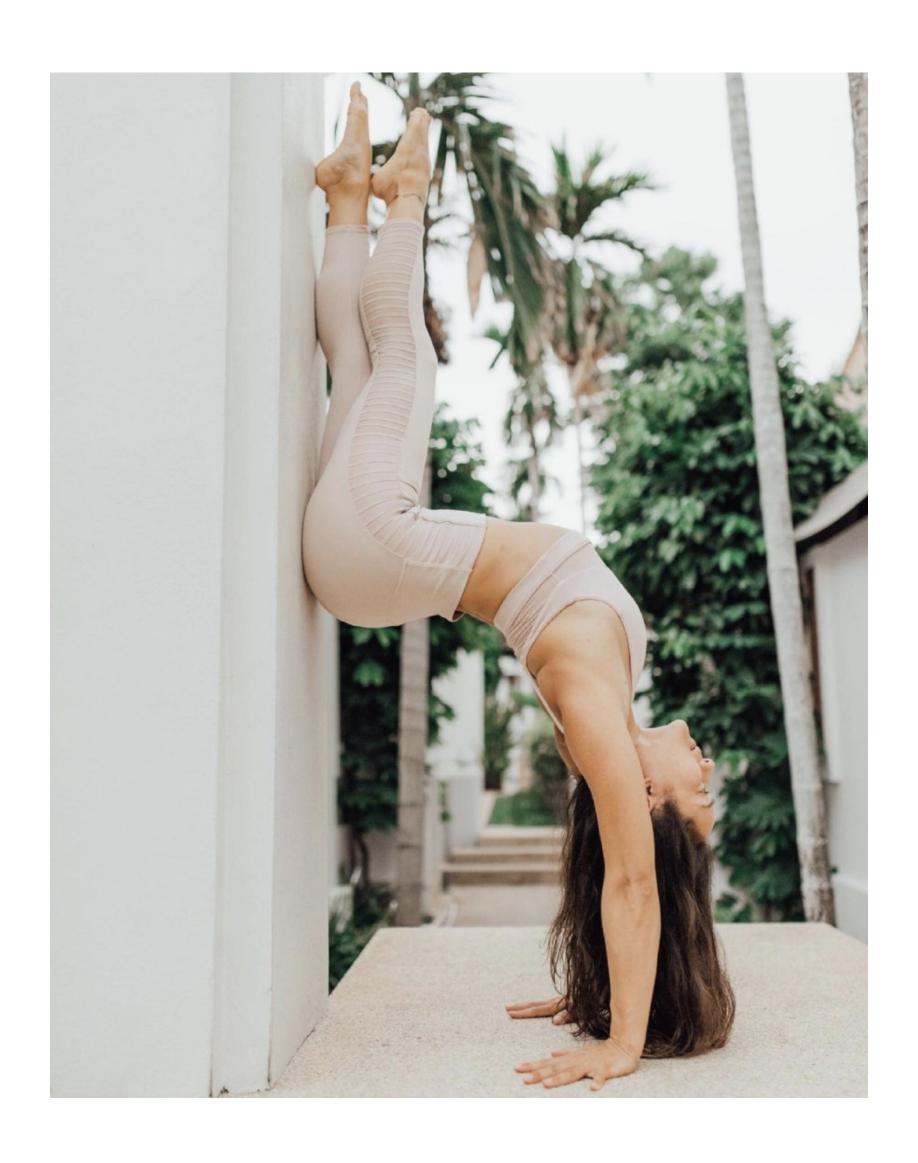
Keeping local and global yoga and mindfulness trends, as well as regional culture, at the heart of your social content.





0

SOCIAL CONCEPT



The idea

In January, we challenge our audience to take a 7-day yoga challenge for a change to win an in-store voucher.

#7DaysOfAlo will ask our audience to show us how they 'alo' at home. This can be anything from meditation to the actual physical practice of yoga and tagging themselves while wearing their alo yoga gear.

We will launch this campaign at the end of January, giving our followers ample notice and direction on how to participate, so that they have time to visit the store prior to the challenge, to snag all their alo products. 3 random winners will be selected to win FULL OUTFIT from Alo. Key influencers in the wellness and fitness space can participate in order to amplify the reach.

Alo Sale

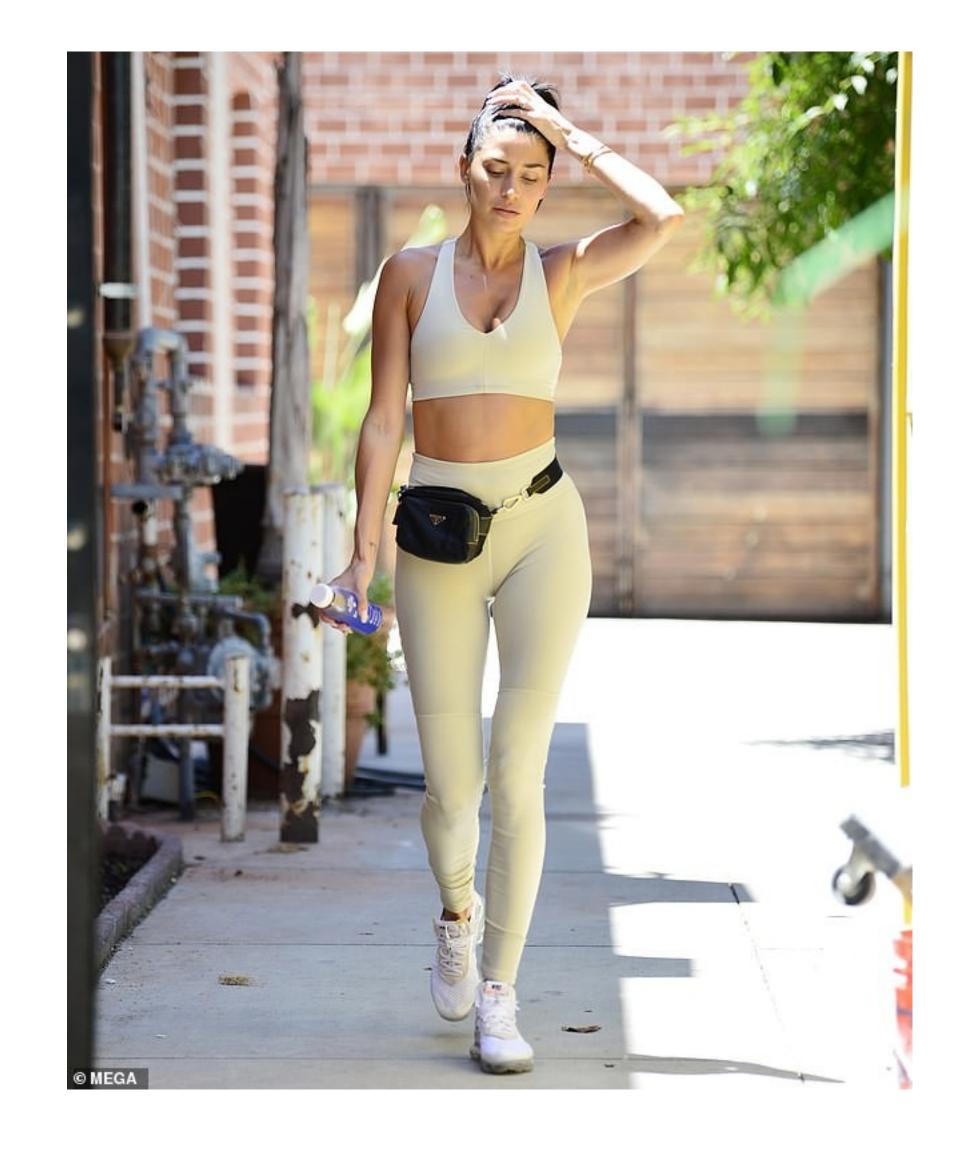
SOCIAL IDEA

#ScreenshotandSave

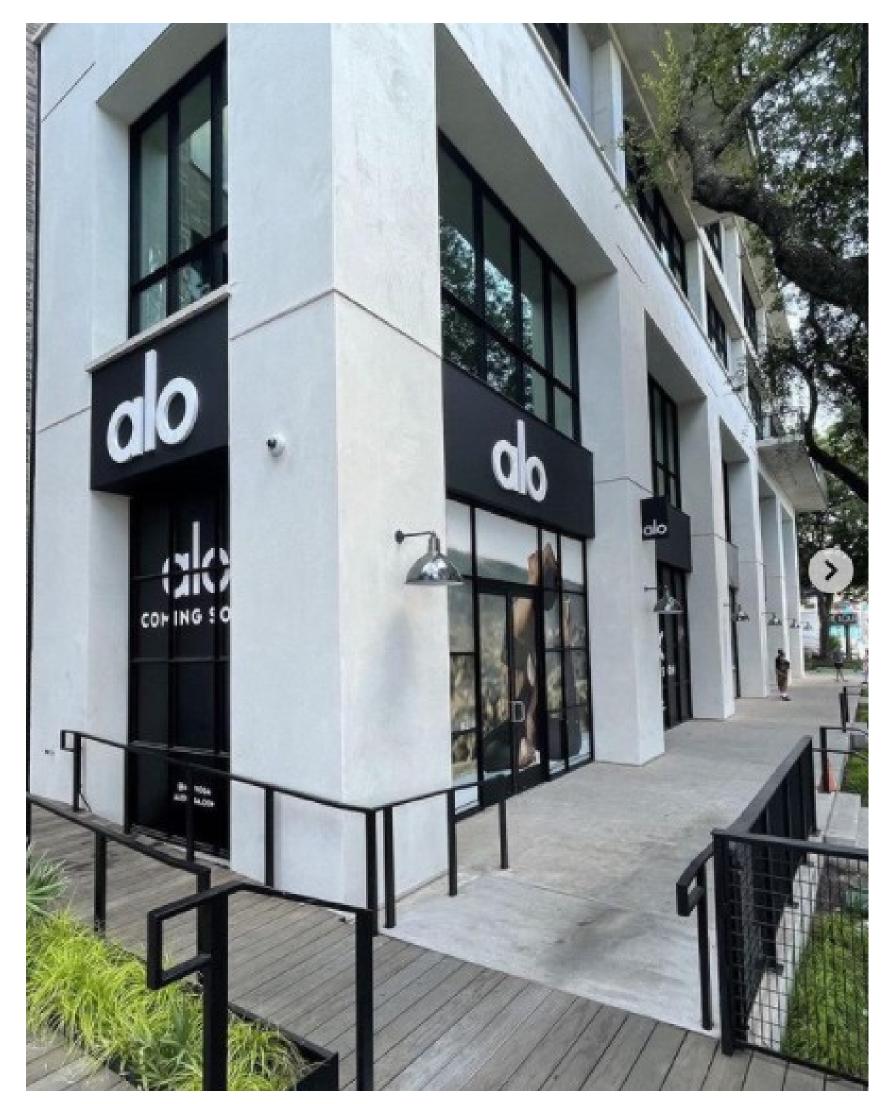
During key sale periods (summer sale, black Friday) we will develop a series of stories which will flash through different offers / percentages of savings / deals and ask people to screenshot and save their saving. (i.e 20% off leggings) and show in store to redeem.

The idea behind this mini-campaign is to encourage engagement (screenshotting) and drive people into store.

Discounts could be mixed up every single day to drive engagement and awareness. Graphic to be designed by SG and offers to be provided by Alo Yoga.



ALO GIVEAWAY SOCIAL CONCEPT



The idea

To boost awareness of the opening of the store once it is open, we will run a competition giving away a full outfit from alo yoga.

Those that join in will have to take a selfie in-store and post this on their stories tagging the brand and a friend they want to bring to alo.

The winner will be chosen a week later with a grand announcement on the alo yoga Instagram account.

Tag your yoga partner and win!

Mother's Day

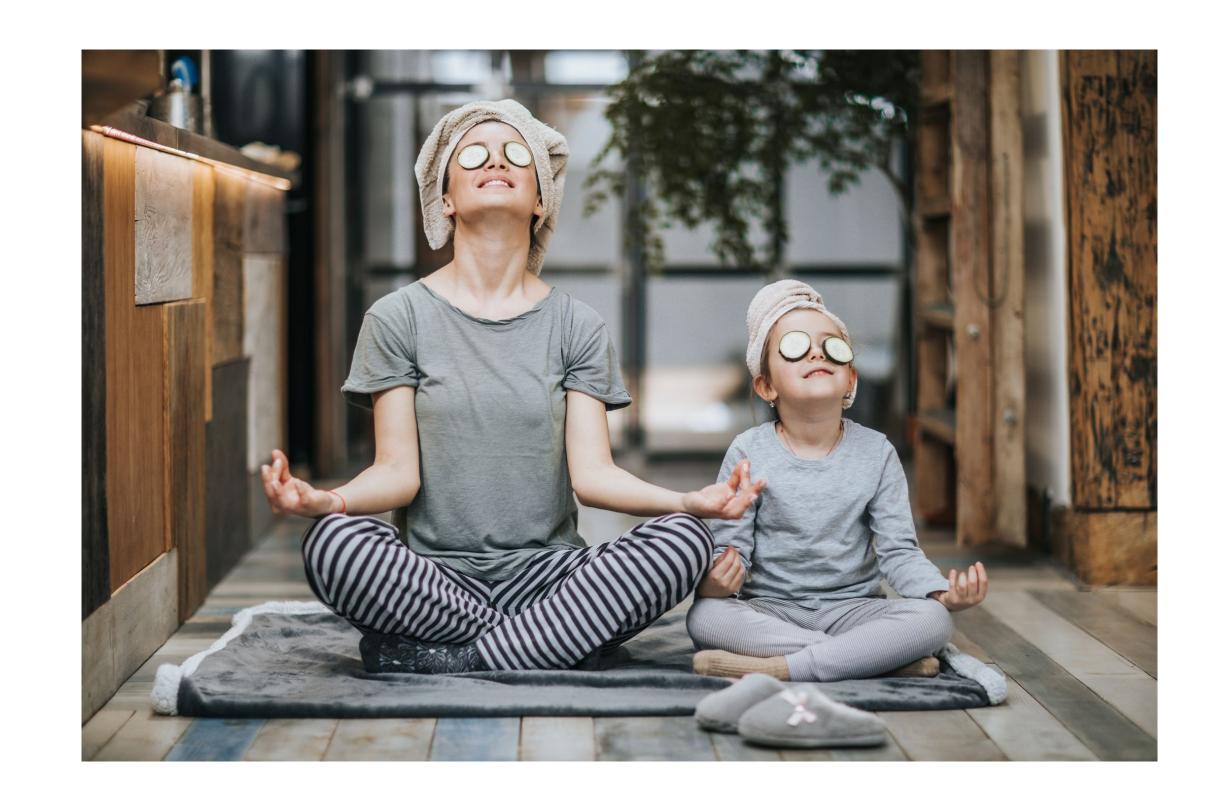
SOCIAL MayCONICEPT

Hosting a live yoga session dedicated to mothers and their daughters. As well as a discount of all mother's and daughter's that shop at Alo Yoga for the day.

We propose to partner with an influencer and their Mother who will lead the live session.

The idea will be shot on iPhone and will consist of mainly UGC content.

WE can begin by teasing the live sessions and launching the challenge. The UGC content can later be converted into statics and carousels.





Eid al Adha

SOCIAL CONCEPT

'This Eid #ExploreTheOutdoors

We will launch Eid al Adha campaign a week before the 3 Eid days' holiday. As Eid is all about family, friends and togetherness, our campaign will tap that aspect with showcasing places in KSA to go to for workout with friends and family during the Eid holiday.

The main idea is to break the monotony of going to gyms and studios and tell people to experience new places with mesmerizing views within the Kingdom.

The influencers will do the photoshoot with alo yoga's apparel in some landmark in Saudi like KAFD, Dariya 1 reel, 1 story and 1 post



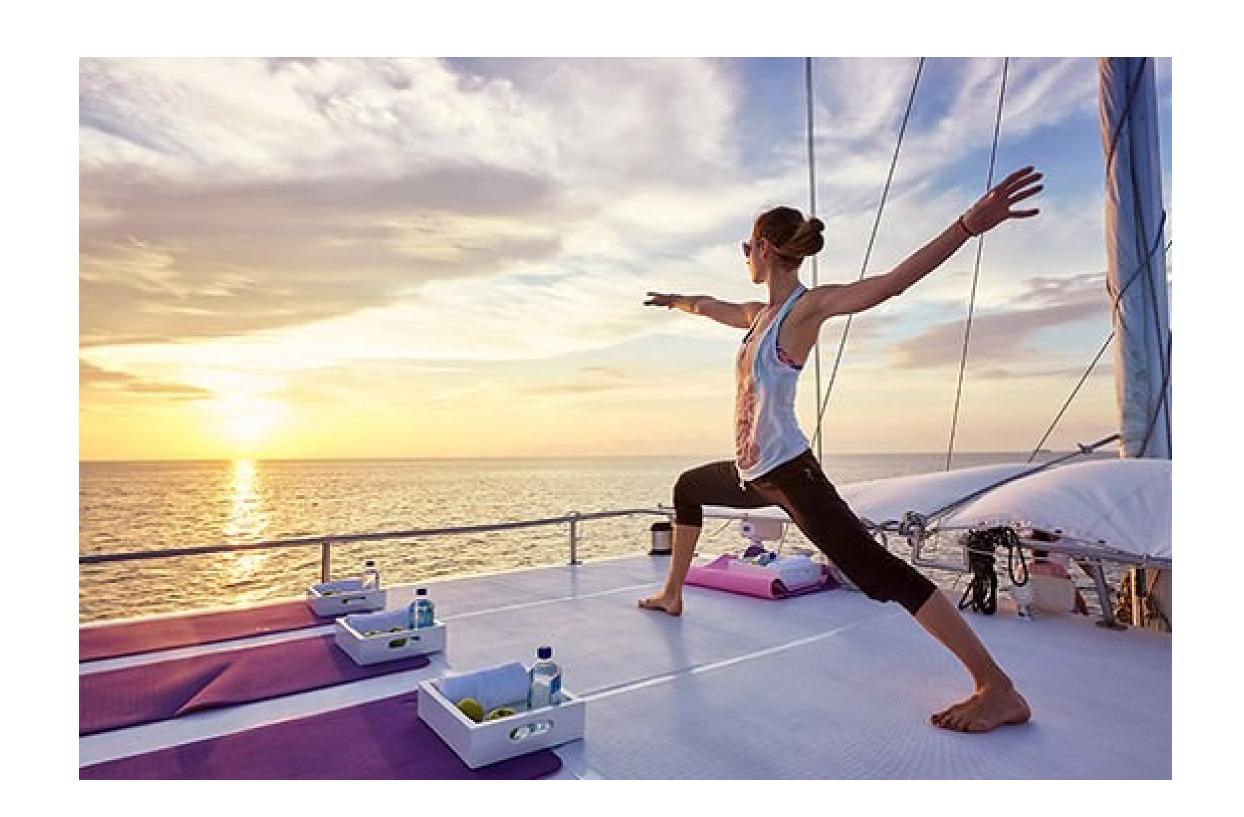
Studio Collaboration

'- Alo Yoga x Yoga Studios Takeover - Kickstart a series of Yoga studio takeovers across Riyadh, where Alo Yoga offers guests a chance to experience the premium Alo Yoga mats in class, and offer guests giftbags containing Alo Yoga gear/goodies.

i.e. The Pac studio, The Kore studio,...

Yoga on a cruise

Yoga on a cruise- Create an intimate influencer experience by inviting them to a yoga session on a lavish cruise followed by a healthy meal. A professional photographer will be present to capture professional content for influencers to post later. The yoga session can be hosted at dawn followed by a healthy breakfast, or sunset followed by a candle-lit dinner.



Middle Beast

A Moment of Peace at MD Beast Concerthost a yoga session during XP experience



Alo Love: Valentine's Day OFFLINE ACTIVATION

February 2023

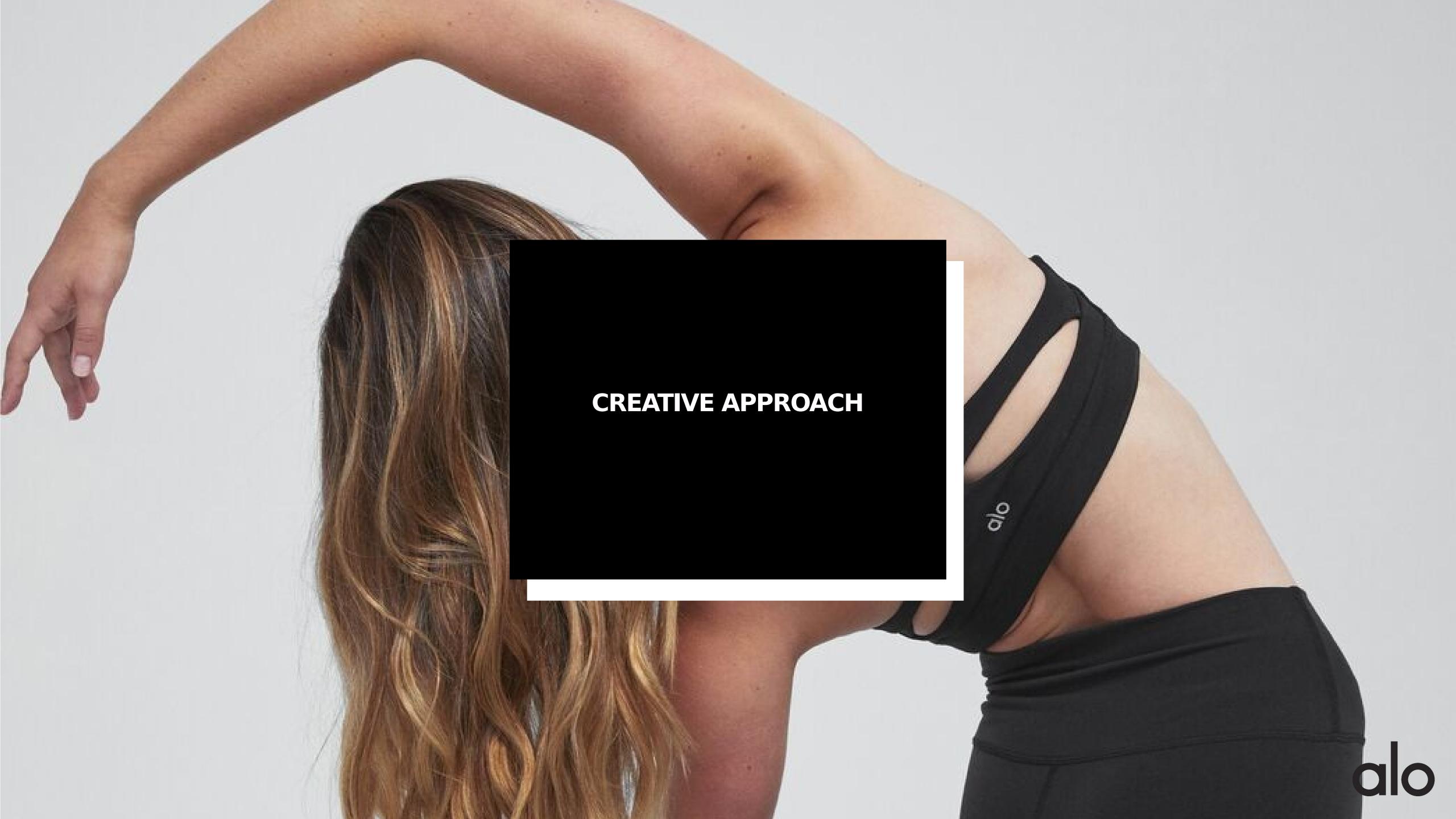
Promoting a Valentine's Day Care Giveaway #AloCare #AloLove

We propose to partner with 4 regional influencers to promote the Alo Love - Valentine's Day package

This idea can will require a 1 day shoot to develop high quality images of the products that we use can use prior to the day and on the day itself

We propose a boosted social media campaign on the day of the event and the week prior





Content Creation

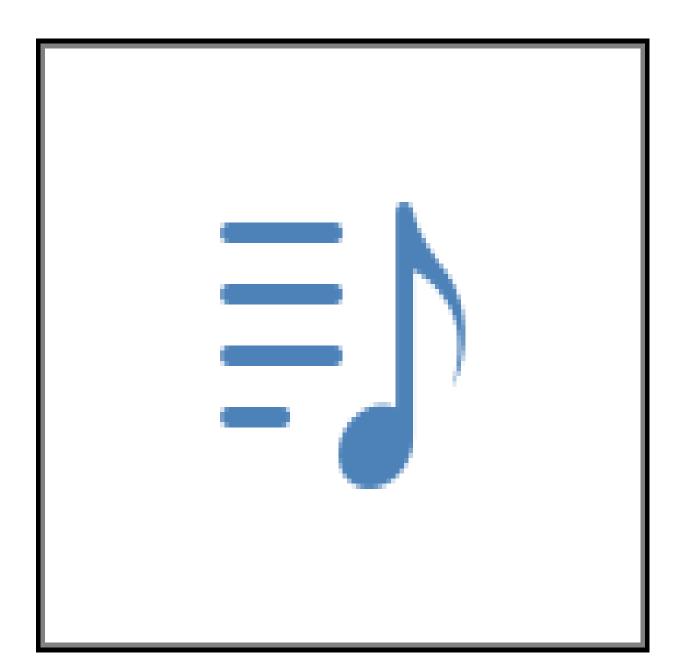
ALO KSA

REFLECTING GLOBAL

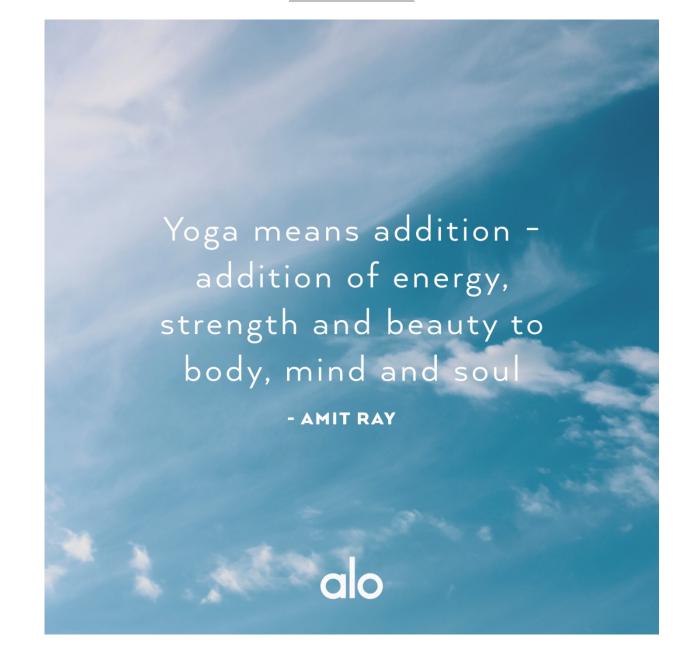
Our Instagram feed should feel fresh and inspiring, following the global look and feel keeping the imagery the focus of the feed and adding a regional flare with diversity of models and locations featured.

When text content is used on feed, we will continue to use a minimalistic aproach. These posts should be used no more than 1 in 9 posts. So that they do not overcrowd the feed and fit in more seamlessly with global content.

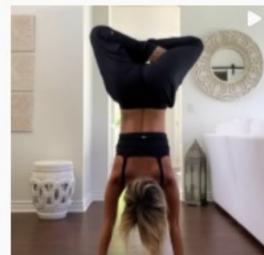
The localized captions will reflect the tonality of the brand and compliment the creative approach. It willhelp the the brand and its followers a local feel and touch.

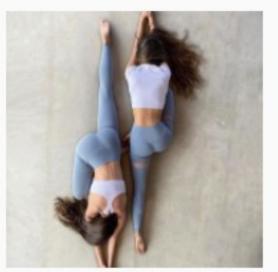


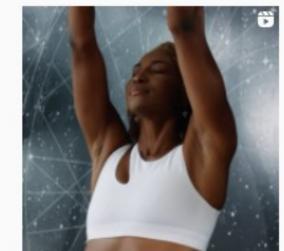
PLAY VIDEO

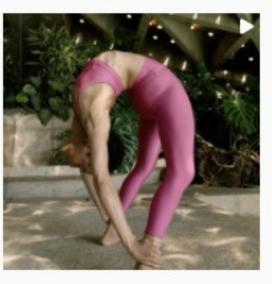


















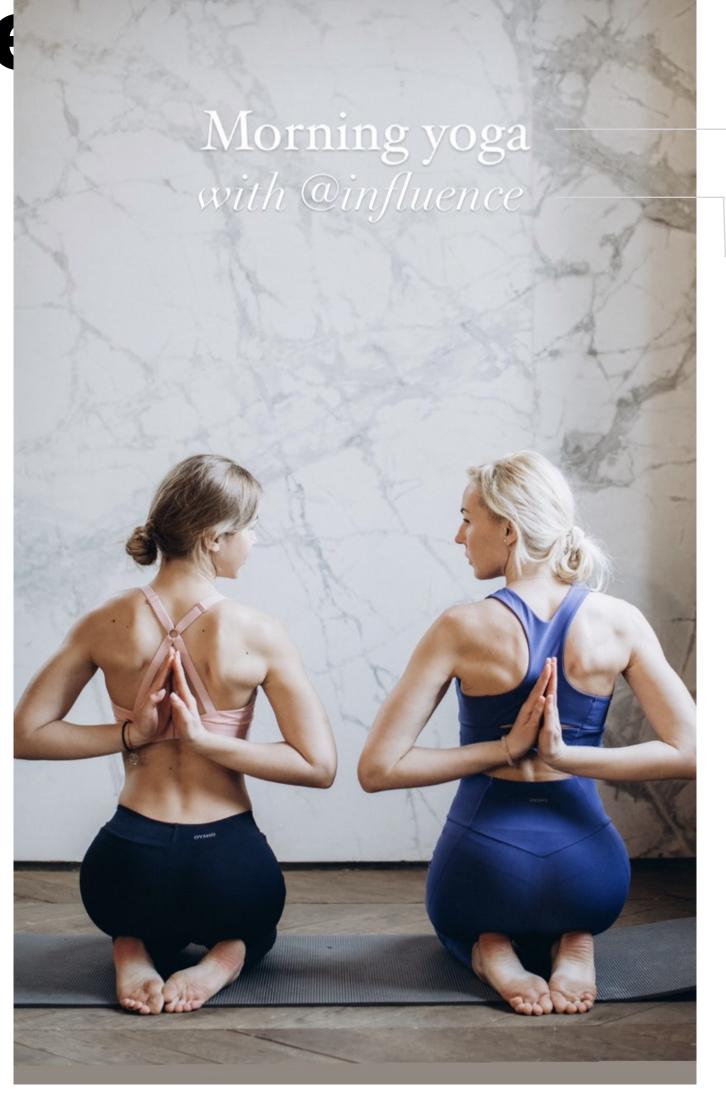


IG / FB Storie

STORIES RULES

For consistency across our stories, and to align with best practice from global all assets added **within** the instagram story features should ensure to use the serif font options, mainly using the italicized option, using the bolder option as a static.

Colors used shoud be black and white mainly. Accent colors from the clothing featured can be created using the eyedropper tool on the items.

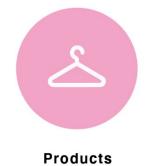




HIGHLIGHTS

Our highlights use colors inspired by the collection itself. Each highlight, once selected should start with an intro slide, following the animated graphic rules.









Events



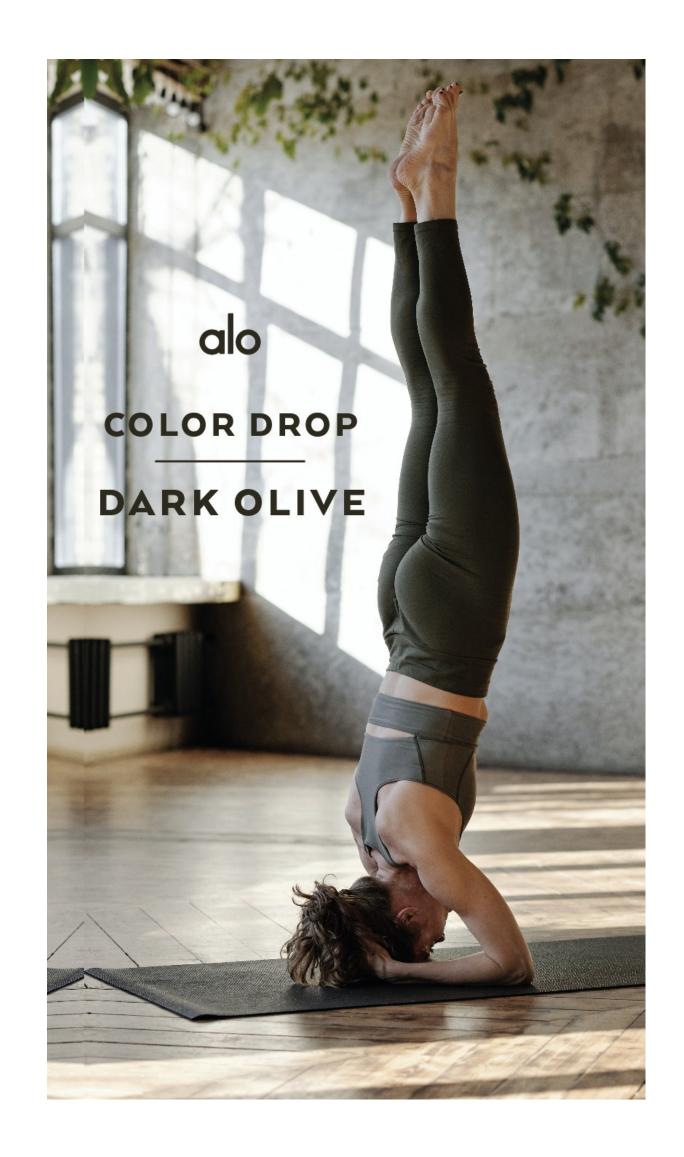
IG / FB Stories

STATIC STORIES

Using our stories across
Instagram and Facebook
as a more informative
method of communication
with the addition of text
and graphics to these
directly.

The designs are kept minimalistic and use simple elements along with our beautiful imagery to create impactful stories that capture the attention of our audience.







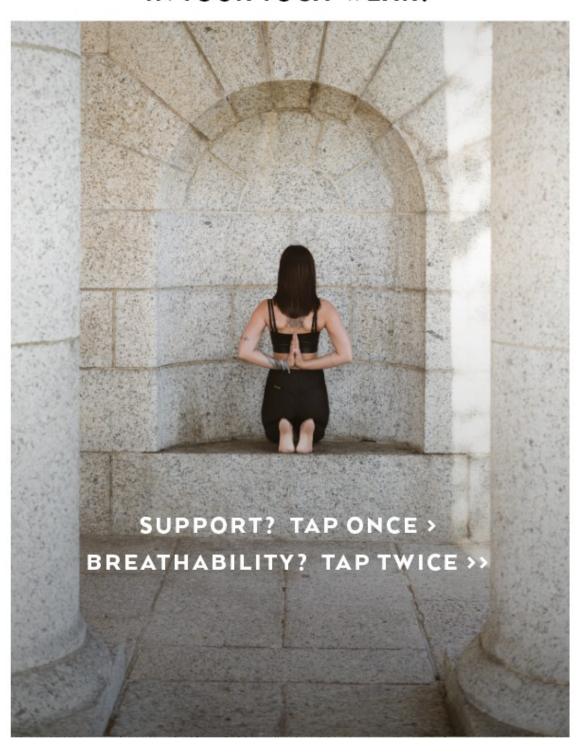
IG / FB Stories

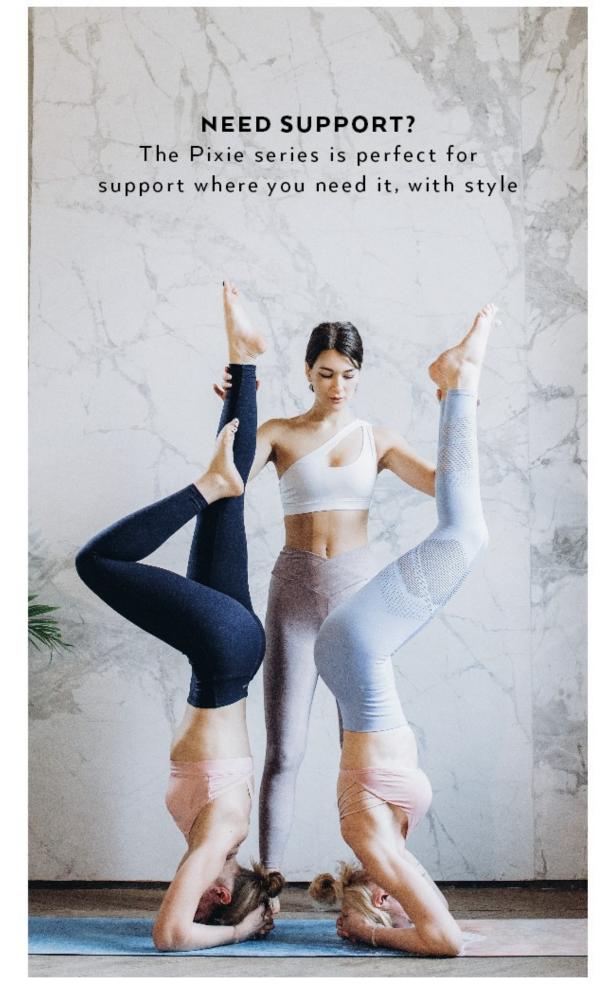
STATIC STORIES

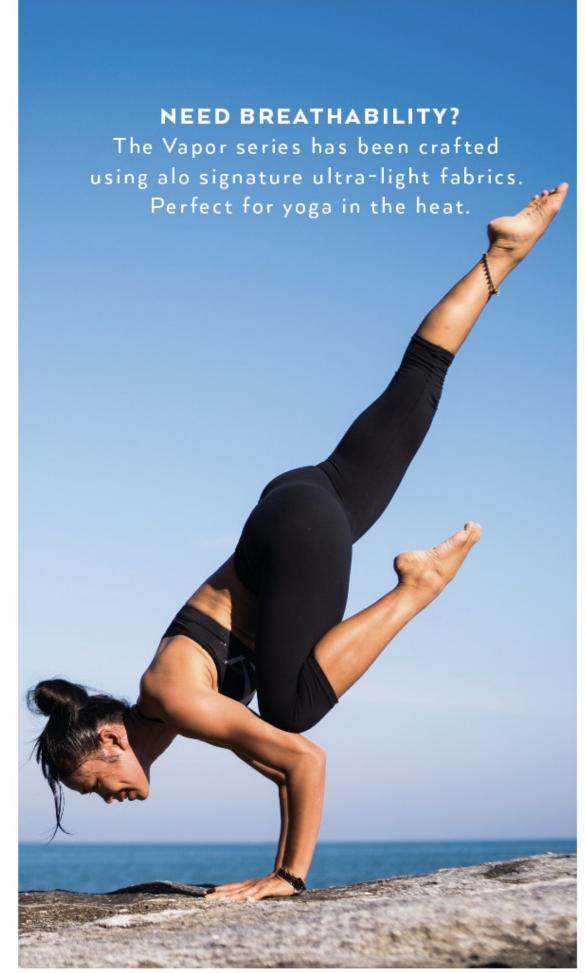
Using multiple frames across stories, we can create more interactive content that our audience "taps through".



WHAT ARE YOU LOOKING FOR IN YOUR YOGA-WEAR?









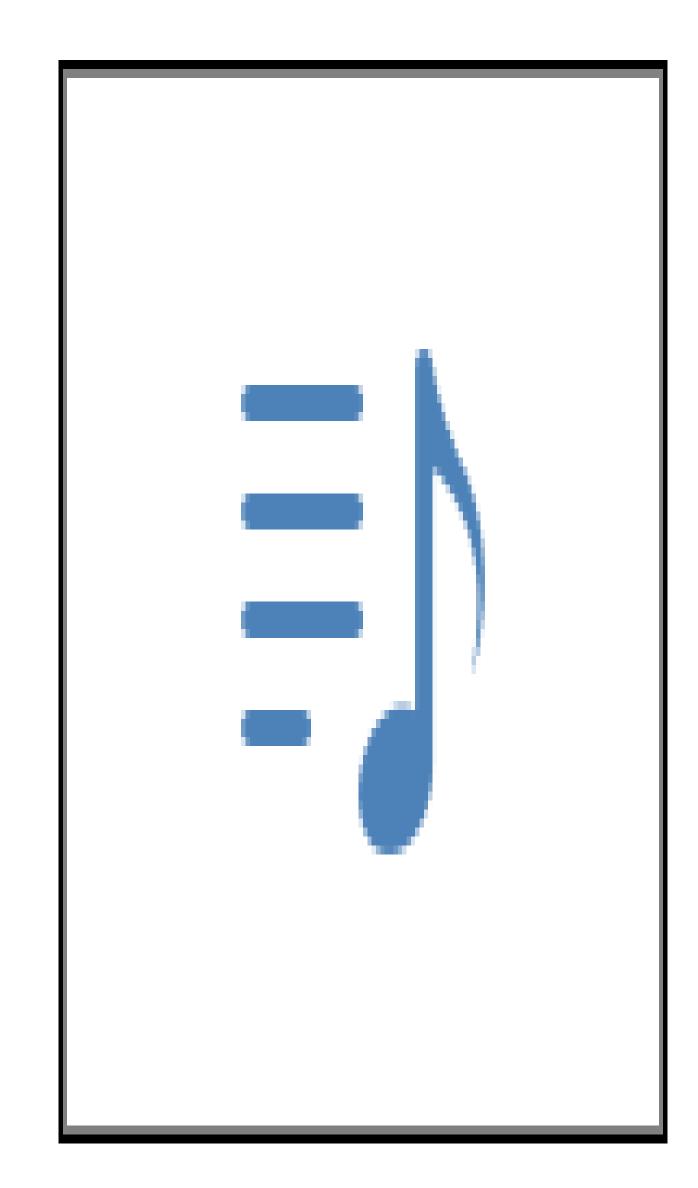
IG / FB Stories

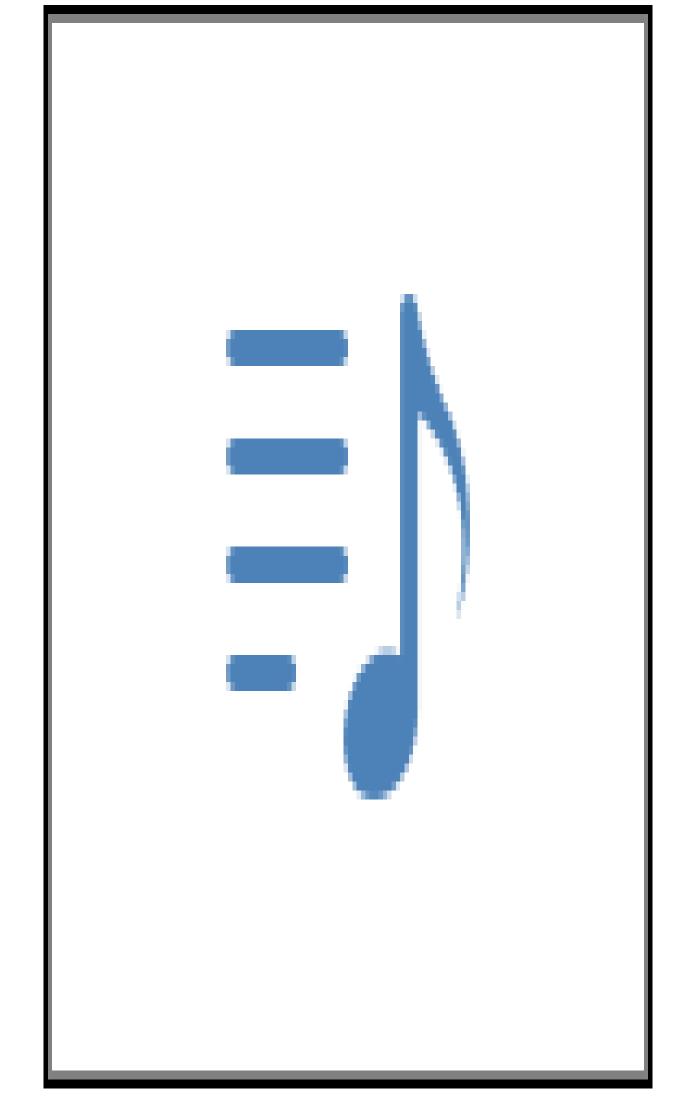
ANIMATIONS

When creating animated content, the style of animation should reflect the brand and the nature of yoga itself. Keeping calm and fluid movements throughout all text animations and frame transitions.

Effects like light leaks and flares can be used to create atmosphere and change between scenes.

Graphics are kept to a minimal instead opting for clean text and visual storytelling.







PLAY VIDEO

PLAY VIDEO

Calendar

					JAN - DEC 202	022			
	JANUARY	March	APRIL	MAY	JUNE	July	AUGUST	NOVEMBER	DECEMBER
PRESS RELEASE DISPATCH									
ACTIVATION S & EVENTS	KSA - Alo Yoga to	Mothers day yoga s session and social media competition	- Alo Suhoor - For Ramadan, host an intimate Suhoor, which will include healthy bites	highlight the versatility of Alo Yoga products and how they can be styled outside of yoga and	#7 days of alo collaborating with	during the Eid holiday.	- Alo Yoga x Yoga Studios Takeover - Kickstart a series of Yoga studio takeovers across Riyadh, where Alo Yoga offers guests a chance to experience the premium Alo Yoga mats in class, and offer guests giftbags containing	professional content for influencers	-A Moment of Peace at MD Beast Concert- host a yoga session during XP experience
PRESS KITS	15 KSA-based influencers for press day.		15 KSA-based influencers.	15 KSA-based influencers.	. 15 KSA-based influencers.		15 KSA-based influencers.	15 KSA-based influencers	15 KSA-based influencers
INFLUENCER TIERS Tier-A gifts will differ	10 Tier-A influencers		7 Tier-A influencers 8 Tier-B influencers	10 Tier-A influencers 5 Tier-B influencers	10 Tier-A influencers 5 Tier-B influencers		10 Tier-A influencers 5 Tier-B influencers	7 Tier-A influencers 8 Tier-B influencers	10 Tier-A influencers 5 Tier-B influencers



Туре	Media Investment (SAR)
Always On	SAR 130,000.00
Tactical	

	Phase	Platform	Targeting	Format	Focus	Impressions	Clicks	Views	CTR%/ VTR%	Buying Model	Net Unit Cost	Media Cost (SAR)	Budget Allocation
		YouTube	Affinity & In-Market Audiences	Skippable True-View In-Stream	Lifestyle/LCW Collection	26,963,500	0	4,044,525	15%	CPV	SAR 0.08	SAR 2,157.08	19.91%
April	Awareness	YouTube	Mass/Retargeting	Bumper Ads	Lifestyle/LCW Collection	294,120	0	0	0%	СРМ	SAR 9.00	SAR 2,647.08	24.43%
	Awareness	Snapchat	Interest Targeting	Video / Static	Generic	615,833	0	616	0%	СРМ	SAR 4.00	SAR 2,463.33	22.74%
		Instagram	Interest Targeting	Video / Static	Generic	713,166	0	713	0%	СРМ	SAR 5.00	SAR 3,565.83	32.92%
												SAR 10,833.32	
	Phase	Platform	Targeting	Format	Focus	Impressions	Clicks	Views	CTR%/ VTR%	Buying Model	Net Unit Cost	Media Cost (SAR)	Budget Allocation
		YouTube	Affinity & In-Market Audiences	Skippable True-View In-Stream	Lifestyle/LCW Collection	12,250,000	0	1,837,500	15%	CPV	SAR 0.08	SAR 980.00	16.00%
May	Awareness	YouTube	Mass/Retargeting	Bumper Ads	Lifestyle/LCW Collection	163,333	0	0	0%	СРМ	SAR 9.00	SAR 1,470.00	24.00%
	Awareness	Snapchat	Interest Targeting	Video / Static	Generic	321,563	0	322	0%	СРМ	SAR 4.00	SAR 1,286.25	11.87%
		Instagram	Interest Targeting	Video / Static	Generic	477,750	0	478	0%	СРМ	SAR 5.00	SAR 2,388.75	22.05%
												SAR 6,125.00	
	Phase	Platform	Targeting	Format	Focus	Impressions	Clicks	Views	CTR%/ VTR%	Buying Model	Net Unit Cost	Media Cost (SAR)	Budget Allocation
		YouTube	Affinity & In-Market Audiences	Skippable True-View In-Stream	Lifestyle/LCW Collection	26,963,500		4,044,525	15%	CPV	SAR 0.08	SAR 2,157.08	19.91%
June	Awareness	YouTube	Mass/Retargeting	Bumper Ads	Lifestyle/LCW Collection	294,120				СРМ	SAR 9.00	SAR 2,647.08	24.43%
	Awareness	Snapchat	Interest Targeting	Video / Static	Generic	615,833	0	616		СРМ	SAR 4.00	SAR 2,463.33	22.74%
		Instagram	Interest Targeting	Video / Static	Generic	713,166	0	713		СРМ	SAR 5.00	SAR 3,565.83	32.92%
											L	SAR 10,833.32	
	Phase	Platform	Targeting	Format	Focus	Impressions	Clicks	Views	CTR%/ VTR%	Buying Model	Net Unit Cost	Media Cost (SAR)	Budget Allocation
		YouTube	Affinity & In-Market Audiences	Skippable True-View In-Stream	Lifestyle/LCW Collection	26,963,500	0	4,044,525	15%	CPV	SAR 0.08	SAR 2,157.08	19.91%
July	A	YouTube	Mass/Retargeting	Bumper Ads	Lifestyle/LCW Collection	294,120	0	0	0%	СРМ	SAR 9.00	SAR 2,647.08	24.43%
	Awareness	Snapchat	Interest Targeting	Video / Static	Generic	615,833	0	616	0%	СРМ	SAR 4.00	SAR 2,463.33	22.74%
		Instagram	Interest Targeting	Video / Static	Generic	713,166	0	713	0%	СРМ	SAR 5.00	SAR 3,565.83	32.92%
											L	SAR 10,833.32	
	Phase	Platform	Targeting	Format	Focus	Impressions	Clicks	Views	CTR%/ VTR%	Buying Model	Net Unit Cost	Media Cost (SAR)	Budget Allocation
		YouTube	Affinity & In-Market Audiences	Skippable True-View In-Stream	Lifestyle/LCW Collection	26,963,500	0	4,044,525	15%	CPV	SAR 0.08	SAR 2,157.08	19.91%
August	Awareness	YouTube	Mass/Retargeting	Bumper Ads	Lifestyle/LCW Collection	294,120	0	0	0%	СРМ	SAR 9.00	SAR 2,647.08	24.43%
	Awareness	Snapchat	Interest Targeting	Video / Static	Generic	615,833	0	616	0%	СРМ	SAR 4.00	SAR 2,463.33	22.74%
		Instagram	Interest Targeting	Video / Static	Generic	713,166	0	713	0%	СРМ	SAR 5.00	SAR 3,565.83	32.92%
											L	SAR 10,833.32	
	Phase	Platform	Targeting	Format	Focus	Impressions	Clicks	Views	CTR%/ VTR%	Buying Model	Net Unit Cost	Media Cost (SAR)	Budget Allocation
		YouTube	Affinity & In-Market Audiences	Skippable True-View In-Stream	Lifestyle/LCW Collection	26,963,500	0	4,044,525	15%	CPV	SAR 0.08	SAR 2,157.08	19.91%
September	Awareness	YouTube	Mass/Retargeting	Bumper Ads	Lifestyle/LCW Collection	294,120	0	0	0%	СРМ	SAR 9.00	SAR 2,647.08	24.43%
	Awareness	Snapchat	Interest Targeting	Video / Static	Generic	615,833	0	616	0%	СРМ	SAR 4.00	SAR 2,463.33	22.74%
		Instagram	Interest Targeting	Video / Static	Generic	713,166	0	713	0%	СРМ	SAR 5.00	SAR 3,565.83	32.92%
												SAR 10,833.32	
	p.	P1 16			_		6		OTD0//11/270/	Buying	NI-4 11 14 6	Media Cost	Budget
	Phase	Platform	Targeting	Format	Focus	Impressions	Clicks	Views	CTR%/ VTR%	Model	Net Unit Cost	(SAR)	Allocation
		YouTube	Affinity & In-Market Audiences	Skippable True-View In-Stream	Lifestyle/LCW Collection	26,963,500	0	4,044,525	15%	CPV	SAR 0.08	SAR 2,157.08	19.91%
October	A	YouTube	Mass/Retargeting	Bumper Ads	Lifestyle/LCW Collection	294,120	0	0	0%	СРМ	SAR 9.00	SAR 2,647.08	24.43%
	Awareness	Snapchat	Interest Targeting	Video / Static	Generic	615,833	0	616	0%	СРМ	SAR 4.00	SAR 2,463.33	22.74%
		Instagram	Interest Targeting	Video / Static	Generic	713,166	0	713	0%	СРМ	SAR 5.00	SAR 3,565.83	32.92%
		<u> </u>											
												SAR 10,833.32	
	Phase	Platform	Targeting	Format	Focus	Impressions	Clicks	Views	CTR%/ VTR%	Buying Model	Net Unit Cost	Media Cost (SAR)	Budget Allocation
		YouTube	Affinity 0 to Manket Avadian and				-						
			ATTINITY & In-INIARKET AUDIENCES	Skippable True-View In-Stream	Lifestyle/LCW Collection	26.963.500	0	4,044.525	15%	CPV	SAR 0.08	SAR 2.157.08	19.91%
November	Awareness	YouTube	Affinity & In-Market Audiences Mass/Retargeting	Skippable True-View In-Stream Bumper Ads	Lifestyle/LCW Collection Lifestyle/LCW Collection	26,963,500 294,120	0	4,044,525	15%	CPV CPM	SAR 0.08 SAR 9.00	SAR 2,157.08 SAR 2,647.08	19.91% 24.43%

Considering an always on approach

											L	SAR 10,833.32	_
	Phase	Platform	Targeting	Format	Focus	Impressions	Clicks	Views	CTR%/ VTR%	Buying Model	Net Unit Cost	Media Cost (SAR)	Budget Allocation
		YouTube	Affinity & In-Market Audiences	Skippable True-View In-Stream	Lifestyle/LCW Collection	26,963,500	0	4,044,525	15%	CPV	SAR 0.08	SAR 2,157.08	19.91%
January	Awaranaa	YouTube	Mass/Retargeting	Bumper Ads	Lifestyle/LCW Collection	294,120	0	0	0%	СРМ	SAR 9.00	SAR 2,647.08	24.43%
	Awareness	Snapchat	Interest Targeting	Video / Static	Generic	615,833	0	616	0%	СРМ	SAR 4.00	SAR 2,463.33	22.74%
		Instagram	Interest Targeting	Video / Static	Generic	713,166	0	713	0%	СРМ	SAR 5.00	SAR 3,565.83	32.92%
												SAR 10,833.32	

Focus

Lifestyle/LCW Collection

Lifestyle/LCW Collection

713,166

Impressions

294,120

615,833

713,166

Clicks

Views

616

713

CTR%/ VTR%

0%

Interest Targeting

Targeting

Affinity & In-Market Audiences

Mass/Retargeting

Interest Targeting
Interest Targeting

Format

Bumper Ads

Video / Static

Platform

YouTube

Instagram

Phase

	Phase	Platform	Targeting	Format	Focus	Impressions	Clicks	Views	CTR%/ VTR%	Buying Model	Net Unit Cost	Media Cost (SAR)	Budget Allocation
		YouTube	Affinity & In-Market Audiences	Skippable True-View In-Stream	Lifestyle/LCW Collection	26,963,500	0	4,044,525	15%	CPV	SAR 0.08	SAR 2,157.08	19.91%
February	Awaranaa	YouTube	Mass/Retargeting	Bumper Ads	Lifestyle/LCW Collection	294,120	0	0	0%	СРМ	SAR 9.00	SAR 2,647.08	24.43%
	Awareness	Snapchat	Interest Targeting	Video / Static	Generic	615,833	0	616	0%	СРМ	SAR 4.00	SAR 2,463.33	22.74%
		Instagram	Interest Targeting	Video / Static	Generic	713,166	0	713	0%	СРМ	SAR 5.00	SAR 3,565.83	32.92%
												SAR 10,833.32	

	Phase	Platform	Targeting	Format	Focus	Impressions	Clicks	Views	CTR%/ VTR%	Buying Model	Net Unit Cost	Media Cost (SAR)	Budget Allocation
		YouTube	Affinity & In-Market Audiences	Skippable True-View In-Stream	Lifestyle/LCW Collection	26,963,500	0	4,044,525	15%	CPV	SAR 0.08	SAR 2,157.08	19.91%
March	Awareness	YouTube	Mass/Retargeting	Bumper Ads	Lifestyle/LCW Collection	294,120	0	0	0%	СРМ	SAR 9.00	SAR 2,647.08	24.43%
	Awareness	Snapchat	Interest Targeting	Video / Static	Generic	615,833	0	616	0%	СРМ	SAR 4.00	SAR 2,463.33	22.74%
		Instagram	Interest Targeting	Video / Static	Generic	713,166	0	713	0%	СРМ	SAR 5.00	SAR 3,565.83	32.92%

KPI	Estimated Volume
View	4,044,525
Unique Reach/Views	294,120
Impressions	615,833
Impressions	713,166

KPI	Estimated Volume
View	1,837,500
Unique Reach/Views	163,333
Impressions	321,563
Impressions	477,750

KPI	Estimated
KFI	Volume
View	4,044,525
Unique Reach/Views	294,120
Impressions	615,833
Impressions	713,166

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View	4,044,525
Unique Reach/Views	294,120
Impressions	615,833
Impressions	713,166

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Impressions	615,833
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Estimated
Volume
4,044,525
294,120
615,833
713,166

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KPI	Estimated Volume
View	4,044,525
Unique Reach/Views	294,120
Impressions	615,833
Impressions	713,166

SAR 3,565.83

Media Cost

SAR 2,647.08

SAR 2,463.33

SAR 3,565.83

Budget

Allocation

24.43%

22.74%

32.92%

SAR 5.00

SAR 9.00

SAR 4.00

SAR 5.00

CPM

СРМ

СРМ

KPI	Estimated Volume
View	4,044,525
Unique Reach/Views	294,120
Impressions	615,833
Impressions	713,166

KPI	Estimated Volume
View	4,044,525
Unique Reach/Views	294,120
Impressions	615,833
Impressions	713,166

KPI	Estimated
	Volume
View	4,044,525
que Reach/Views	294,120
Impressions	615,833
Impressions	713,166

Lets educate and Inspire mindfulness and mind-body wellness in KSA

